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Farm Broadcasters Letter

United States Department of Agriculture Office of Information Radio-Television Division Washington D.C. 20250 (202) 447-4330

Letter No. 2426

Sept. 1, 1989



THE NEW VOICE ON USDA RADIO belongs to Maria Bynum. She takes on her new assignments in the Capitol city after a six-year career with WBOC-TV in Salisbury, Md. She began as a general assignment reporter there, covering ag issues before taking a seat behind the anchor desk for the noon and 6 o'clock news. Prior to her TV jobs, she worked as on-air personality at radio stations in Maryland and Virginia. She also worked for a newspaper and the Associated Press. She graduated from Hampton Institute in Virginia, with a B.A. in Mass Media. Now, she's back behind the radio controls sniffing out ag news and getting the scoop on consumer issues. (USDA Photo by Larry Rana.)

USDA 'RAPS' FOR FOOD SAFETY HOTLINE -- In a departure from traditional format, USDA has produced a new PSA about the meat and poultry hotline in "Rap" style. The PSA, which is targeted to a teenage audience, is available in :30 and :60 second formats. The music on the PSA was composed, performed and sung by FSIS staffer Percy Johnson. The message is particularly relevant because national research shows that in single parent homes teenagers prepare an average of at least three meals per week. Also, 50 percent of this age group will work at a food service establishment at sometime during their teen years. For a copy, or more info, contact: Hall Smith (202) 447-9113.



YEUTTER TO MEET WITH EUROPEAN LEADERS -- Secretary of Agriculture Clayton Yeutter will be in Europe Sept. 6 - 9 to meet with European Community officials and officials of France and Germany. He will also address the Swiss Commodities, Futures and Options Association. Contact: Kelly Shipp (202) 447-4623.

A CHANCE MEETING between a USDA cockroach expert and an attic ventilation executive has resulted in a removable house vent filter which not only improves air circulation, but keeps roaches out. The joint project couldn't have happened, however, without the Federal Technology Transfer Act of 1986. The act lets federal agencies make commitments with private firms or sign confidentiality agreements. R. Dean Plowman, administrator of USDA's Agricultural Research Service, says 75 such research and development agreements have been signed. "I think the numbers speak of just how well government and the private sector can work together to bring federal research into the marketplace," he says. Contact: Richard M. Parry, Jr. (301) 344-2734.

FRYDENLUND APPOINTED -- Sec. Yeutter has appointed John E. Frydenlund as deputy assistant secretary of agriculture for marketing and inspection services. Frydenlund has been director of USDA's Office of Congressional Relations since 1986; he joined that staff in 1981. In his new position, he will assist Assistant Secretary Jo Ann R. Smith in oversight of seven USDA agencies with regulatory responsibilities for many aspects of the quality, safety, marketing and distribution of the U.S. food supply.

HOME FILING SYSTEM -- Are your household records in order? You can save yourself future time and money if you gather your important records, track down the ones you're missing, throw away those you don't need and file what's left in a proper place, says Family Management Specialist Esther Maddux. Maddux, who is with the University of Georgia, says setting up a recordkeeping system doesn't have to be a monumental task -- you don't have to do the whole job in one day. Contact: Rosann Kent (404) 542-8958.

ALTERNATIVE AGRICULTURE REPORT -- How feasible is alternative agriculture? Scientists at the National Research Council studied 11 farms currently using alternative ag methods in Ohio, Iowa, Virginia, Pennsylvania, California, Florida and Colorado. The committee will report its findings at a news conference in Washington, D.C., Thursday, Sept. 7 at 10 a.m. EDT. Contact: Rich Borchelt or Gail Porter (202) 334-2138.

WHEAT STOCKS CONTINUE FALL -- For the third straight year, USDA economists say U.S. wheat stocks are expected to decline as demand continues to outstrip production. The global wheat situation is similar to the U.S. U.S. ending stocks next May 31 will be 474 million bushels, down more than 30 percent from last year and the lowest since 1974/75. USDA Contact: Ed Allen (202) 786-1840.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1682 -- The impact of the economic crisis on children in rural America has gone largely unnoticed. However, the anger and grief of their parents also affects their lives. Brenda Curtis talks with Kansas State University Human Development Specialist Chuck Smith about some special programs that are helping the children in rural America. (Weekly reel -- 13-1/2 min. documentary.)

CONSUMER TIME #1164 -- "Courting" disaster; mowing your lawn; red meat "surimi;" food safety research on ready-to-eat food; frozen yogurt getting hotter. (Weekly reel of 2-1/2 - 3 min. consumer features.)

AGRITAPE #1671 -- USDA NEWS HIGHLIGHTS; farm children in crisis; U.S. wheat stocks continue to fall; sodbuster provisions; the economic future for farmers. (Weekly reel of 2-1/2 - 3 min. news features.)

NEWS FEATURE FIVE #1235 -- Biotech orchids; overcoming apomixis in plant breeding; "heavy use" forage grasses; golden nematode -post war stowaway; future nematode control? (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Wed., Sept. 13, world ag/grain production, world oilseed situation, world cotton situation; Thurs., Sept. 14, sugar/sweetener outlook; Fri., Sept. 15, milk production; Mon., Sept. 18, cattle on feed; Tues., Sept. 19, crop/weather update, tobacco outlook.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359.
Material changed at 5 p.m. EDT each working day.

FROM OUR TELEVISION NEWS SERVICE

USDA TV NEWS SERVICE -- (Aug. 31, Sept. 2, Sept. 4 -- NOTE: Our Labor Day feed will move from WESTAR IV 12D to WESTAR IV 6D Monday, Sept. 4, ONLY.) Excerpts from Sec. Yeutter's video teleconference; USDA Economist Bob McElroy on 1989 farm income; USDA Economist Shannon Hamm on vegetables; Scott Dunn of USDA's Food & Nutrition Service on the school lunch program. FEATURES: Pat O'Leary reports on wholesale markets; Lynn Wyvill on grain storage systems; and Debbie Janifer reports on best meat buys.

NEXT WEEK: Lynn Wyvill reports on "Fuel Efficient" Breast Fed Babies.

Available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY 7:30-7:45 p.m., EDT, Transponder 12D
SATURDAY 10:30-11:15 a.m., EDT, Transponder 10D
MONDAY 8:30-9:15 a.m., EDT, Transponder 12D
(Repeat of Saturday transmission)

OFF MIKE

NEW ... laws about using wetlands could be one of the factors in the reduced rate of expansion for catfish producers. John Winfield (Mississippi Network, Jackson) says changing the use of wetland can be a problem for producers. John also says soybeans are very late; some producers have been forced into a third planting due to wetness. Southern section of the state had 60 inches in July. Crops developed shallow root systems and dryness in August has severely stressed plants; yields will likely be down.

NOT ENOUGH ... widespread rain has adversely impacted grain producers, says Matt Westergaard (KMIT, Mitchell, S.D.). Spotty rain will reduce corn and wheat yields. Precipitation throughout the summer has been very localized. Says most cattle and hog producers in the region will come through the year OK.

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LOOKED ... as if a giant scythe ten miles wide hit the corn, says Neil Trobak (KCIM/KKRL, Carroll, Iowa). Wind, 85 mph, and hail created a 30 mile trough of green corn in west-central portion of the state. Corn had been developing well, harvest yield numbers will be down. Carroll was declared an emergency area because of wind damage. Neil also says he notices an increasing number of cattle in the region, reversing trends.

MACHINERY ... has generally lifted the burden of farming from muscles of producers, but the sophistication and complexity of farm tools has added more work for the brain. Powerful machinery and chemicals require good judgment and awareness to use them safely. Children should have both physical and mental capabilities to safely operate before being assigned chores using machinery. A safe harvest is no accident.

VIC POWELL
CHIEF, Radio & TV Division